Research Report

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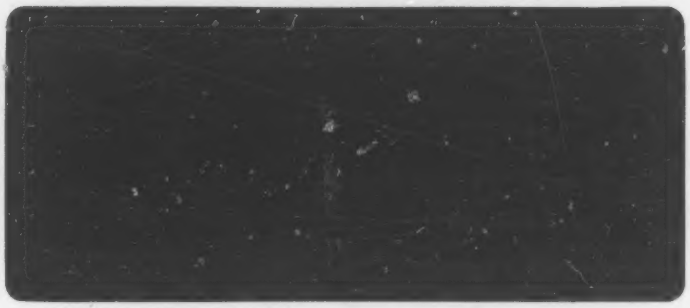

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CLASSIFIED ADVERTISING: READERSHIP AND USE AMONG PURCHASERS OF GENERAL MERCHANDISE AND RECREATION AND LEISURE ITEMS - 1984

This study is one of a series of marketing research reports prepared by the Newspaper Advertising Bureau, Inc., as a service to the newspaper business and its advertisers.

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INTRODUCTORY NOTE

The summary points and tables presented in this report are based on a mail survey conducted by the National Survey Panel of Paratest Marketing of Eastchester, NY. In February 1984, a screener questionnaire on merchandise purchases and classified readership was mailed to a sample of 20,000 households representing all households of two or more persons in the 48 coterminous states. At the time that returns were closed for tabulation, replies had been received from 11,657 households, or 58.3% of the original mailing.

Those households reporting purchase of one or more of sixteen listed categories of general merchandise or recreation and leisure items within the last six months were mailed follow-up questionnaires. These questionnaires covered the use of newspaper classified advertising in connection with specific kinds of purchases. In all, follow-ups were mailed to 6,987 households; 3,534 households received one questionnaire, and 3,453 received two questionnaires.[1] The follow-up mailing in April 1984 was closed for tabulation in May. By this time completed questionnaires covering 6,759 purchases had been received (64.7% of the 10,440 mailed).

The study was supervised and the research report written by Charles Lehman of NAB's Research Department.

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1) The maximum number of follow-up questionnaires per household was limited to two. If a household reported purchasing items in three or more categories, two of these were randomly selected for follow-up mailings

OVERVIEW

- In a week's time, more than eight out of ten American households check newspaper classified sections. "General Merchandise" is the best read of all classified categories. (Point 1, Table 1, pages 1-4)

- While general merchandise and recreation and leisure items account for hundreds of millions of dollars in annual sales, the market for a particular item at a particular time is very limited--hence the need for regular advertising. (Point 2, Table 2, pages 5-11)

- Purchases of general merchandise items are broadly based. No narrowly defined "target" segment accounts for a major portion of total purchases. This means that general merchandise advertisers need a saturation medium. (Point 3, Table 3, pages 12,13)

- On average, 85% of all purchases of general merchandise and recreation and leisure items are bought from dealers rather than private parties. However, in a few categories like boats or pets most purchases are made from private parties. (Point 4, Table 4, pages 14, 15)

- Four out of ten purchases from dealers involve an initial check of the classified section "to see what was available". One out of six dealer sales result because the buyer contacts the seller through classified advertising. Classified use is even higher among those buying from private parties. (Point 5, Table 5, pages 16,17)

- The percentage who check classified advertising varies with the product category, from 30% to more than 70%. (Point 6, Table 6 pages 18,19)

- Overall, three out of ten purchases involve some follow-up of classified ads. This represents a large majority (74%) of all those who check classified. (Point 7, Table 7, pages 20,21)

- One out of five general merchandise purchases (19%) involve buyers reaching sellers through the newspaper classified section. (Point 8, Table 8, pages 22,23)

- The characteristics of the buyer have relatively little effect on the extent to which classified ads are used and followed up in purchases of general merchandise or recreation and leisure items. (Point 9, Table 9, pages 24,25)

Point 1

In a week's time, more than eight out of ten American households check newspaper classified sections. "General Merchandise" is the most widely read of all classified categories.

In response to a question about household readership of classified advertising over the last seven days, 83% of the 11,657 homemakers completing the screener questionnaire report that someone in their family checked one or more of the six major classifications listed. This proportion was fairly constant for all demographic segments tabulated, ranging only from 78% to 87%.

The "General Merchandise" category was read or looked at in six out of ten households (60%). "General Merchnadise" appears to be the most widely read classification in households of all sizes and in all income brackets and geographic regions. However, in households with homemakers under 25 years old employment ads may have a higher level of readership (58%, vs. 50% for general merchandise in the last seven days).

Classified ads for recreation and leisure items are less widely read than the general merchandise or employment classifications, but one out of four respondents (26%) indicates that the "Recreation and Leisure Items" category was read in their household within the last seven days.

Table 1

Percent of Households Reading Newspaper Classified Advertising Over Past Seven Days, by Demographics

	Net, Any Classified Category	General Merchandise Items	Recreation, Leisure Items
Total responding households	83%	60%	26%
By Census Region:			
Northeast	87%	62%	31%
North Central	85	62	23
South	82	61	25
West	78	52	24
By Age of Homemaker:			
Under 25 years	86%	50%	23%
25-34 years	83	55	23
35-49 years	85	59	24
50-64 years	84	65	29
65 years or older	80	67	29
By Household Income:			
$25,000 & over	83%	59%	27%
$20,000 - $24,999	84	63	27
$15,000 - $19,999	84	59	25
$10,000 - $14,999	83	60	25
Under $10,000	83	60	23
By Size of Family:			
Two persons	82%	62%	28%
Three persons	85	60	25
Four persons	83	57	23
Five or more	86	60	24

Base: Total responding, screener phase
(See Appendix for bases.)

Question: In the last 7 days, which of the following classified ads have you or any family member read or looked at in a daily or Sunday newspaper?

Table 1 (cont.)

Percent of Households Reading Newspaper Classified Advertising Over Past Seven Days, by Demographics

	Employment	Houses, Apts. for Sale/Rent
Total responding households	41%	30%
By Census Region:		
Northeast	44%	33%
North Central	43	29
South	40	30
West	37	27
By Age of Homemaker:		
Under 25 years	58%	39%
25-34 years	47	33
35-49 years	48	28
50-64 years	35	29
65 years or older	18	25
By Household Income:		
$25,000 & over	39%	30%
$20,000 - $24,999	43	28
$15,000 - $19,999	41	29
$10,000 - $14,999	42	30
Under $10,000	46	31
By Size of Family:		
Two persons	32%	28%
Three persons	45	33
Four persons	47	29
Five or more	50	31

Base: Total responding, screener phase
(See Appendix for bases.)

Question: In the last 7 days, which of the following classified ads have you or any family member read or looked at in a daily or Sunday newspaper?

Table 1 (cont.)

Percent of Households Reading Newspaper Classified Advertising Over Past Seven Days, by Demographics

	Used Cars	New Cars
Total responding households	26%	21%
By Census Region:		
Northeast	24%	22%
North Central	26	21
South	26	21
West	26	18
By Age of Homemaker:		
Under 25 years	36%	20%
25-34 years	27	19
35-49 years	27	20
50-64 years	23	23
65 years or older	18	22
By Household Income:		
$25,000 & over	22%	23%
$20,000 - $24,999	27	23
$15,000 - $19,999	27	20
$10,000 - $14,999	27	19
Under $10,000	29	16
By Size of Family:		
Two persons	21%	22%
Three persons	28	20
Four persons	27	20
Five or more	32	20

Base: Total responding, screener phase
(See Appendix for bases.)

Question: In the last 7 days, which of the following classified ads have you or any family member read or looked at in a daily or Sunday newspaper?

Point 2

<u>While general merchandise and recreation and leisure items account for hundreds of millions of dollars in annual sales, the market for a particular item at a particular time is very limited--hence the need for regular advertising.</u>

When asked about their purchases of sixteen categories of general merchandise[1] often advertised in the classified section, 71% of all homemakers report buying items in one or more of these categories within the past six months.

The category of items bought by the largest proportion (32%) is "home repair or improvement materials (lumber, etc.)". This is obviously a very broad category including everything from roofing to plumbing supplies. Even so, if it is assumed that the report is fairly accurate and that all of these buyers made two separate purchases within the categroy during the six-month period (a generous estimate), this would mean <u>in an average week, less than 3% of all households are in the market for any kind of home repair or improvement materials.</u>

For all of the other fifteen listed kinds of merchandise, the percentage buying is considerably smaller, ranging down from 23% for "new furniture" to 1% for "trailer, motor home, camper" during the six-month period. (It should be noted that some of these measures are affected by the timing of the mail survey. If the initial mailing had been made in September rather than February, reported purchases of boats and air conditioners would probably run higher.)

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1) In the text of this report, "general merchandise" denotes "recreation and leisure items" as well.

Table 2

Percent of Households Purchasing General Merchandise or Recreation and Leisure Items, by Demographics

	Any Listed Item	Home Repair, Improvement Materials	New Furniture
Total responding households	71%	32%	23%
By Census Region:			
Northeast	74%	32%	24%
North Central	70	31	22
South	71	31	23
West	70	34	23
By Age of Homemaker:			
Under 25 years	77%	28%	22%
25-34 years	77	35	25
35-49 years	76	34	24
50-64 years	65	30	21
65 years or older	56	23	18
By Household Income:			
$25,000 & over	76%	36%	28%
$20,000 - $24,999	72	35	23
$15,000 - $19,999	69	31	21
$10,000 - $14,999	67	28	18
Under $10,000	64	22	15
By Size of Family:			
Two persons	63%	28%	21%
Three persons	72	32	23
Four persons	77	35	24
Five or more	79	35	23

Base: Total responding, screener phase
(See Appendix for bases.)

Question: Which of the following have you or any member of your family living at home, purchased in the past 6 months?

Table 2 (cont.)

Percent of Households Purchasing General Merchandise or Recreation and Leisure Items, by Demographics

	TV Set	Camera	Computer, Video Monitor, etc.
Total responding households	16%	13%	13%
By Census Region:			
Northeast	18%	17%	15%
North Central	16	12	12
South	16	14	12
West	14	11	13
By Age of Homemaker:			
Under 25 years	21%	17%	13%
25-34 years	15	14	17
35-49 years	18	16	18
50-64 years	15	12	8
65 years or older	14	7	4
By Household Income:			
$25,000 & over	17%	15%	15%
$20,000 - $24,999	15	14	14
$15,000 - $19,999	16	12	13
$10,000 - $14,999	15	12	10
Under $10,000	16	12	8
By Size of Family:			
Two persons	14%	10%	8%
Three persons	16	14	13
Four persons	17	15	18
Five or more	20	18	19

Base: Total responding, screener phase
(See Appendix for bases.)

Question: Which of the following have you or any member of your family living at home, purchased in the past 6 months?

Table 2 (cont.)

Percent of Households Purchasing General Merchandise or Recreation and Leisure Items, by Demographics

	Bicycle	Dog, Cat, Other Pet	Used Furniture
Total responding households	9%	9%	8%
By Census Region:			
Northeast	9%	8%	7%
North Central	7	8	8
South	9	9	7
West	9	9	8
By Age of Homemaker:			
Under 25 years	9%	16%	14%
25-34 years	13	11	9
35-49 years	11	10	7
50-64 years	4	6	6
65 years or older	3	4	5
By Household Income:			
$25,000 & over	9%	8%	6%
$20,000 - $24,999	9	8	7
$15,000 - $19,999	8	8	7
$10,000 - $14,999	7	10	8
Under $10,000	8	10	12
By Size of Family:			
Two persons	4%	6%	6%
Three persons	7	9	8
Four persons	13	11	8
Five or more	15	12	10

Base: Total responding, screener phase
(See Appendix for bases.)

Question: Which of the following have you or any member of your family living at home, purchased in the past 6 months?

Table 2 (cont.)

Percent of Households Purchasing General Merchandise or Recreation and Leisure Items, by Demographics

	Washer &/or Dryer	Antiques	Power Mower
Total responding households	8%	6%	3%
By Census Region:			
Northeast	8%	6%	3%
North Central	7	6	2
South	8	5	4
West	7	6	2
By Age of Homemaker:			
Under 25 years	14%	4%	2%
25-34 years	8	5	2
35-49 years	8	7	3
50-64 years	7	6	3
65 years or older	5	4	3
By Household Income:			
$25,000 & over	7%	7%	3%
$20,000 - $24,999	7	5	3
$15,000 - $19,999	8	5	2
$10,000 - $14,999	8	4	3
Under $10,000	9	4	2
By Size of Family:			
Two persons	6%	6%	3%
Three persons	8	6	3
Four persons	8	5	2
Five or more	9	4	3

Base: Total responding, screener phase
(See Appendix for bases.)

Question: Which of the following have you or any member of your family living at home, purchased in the past 6 months?

Table 2 (cont.)

Percent of Households Purchasing General Merchandise or Recreation and Leisure Items, by Demographics

	Air Conditioner	Motorcycle or Moped
Total responding households	2%	2%
By Census Region:		
Northeast	2%	1%
North Central	2	2
South	2	2
West	1	2
By Age of Homemaker:		
Under 25 years	1%	2%
25-34 years	2	2
35-49 years	2	2
50-64 years	2	1
65 years or older	3	1
By Household Income:		
$25,000 & over	2%	2%
$20,000 - $24,999	1	2
$15,000 - $19,999	2	1
$10,000 - $14,999	2	1
Under $10,000	2	2
By Size of Family:		
Two persons	2%	1%
Three persons	2	1
Four persons	1	2
Five or more	1	2

Base: Total responding, screener phase
(See Appendix for bases.)

Question: Which of the following have you or any member of your family living at home, purchased in the past 6 months?

Table 2 (cont.)

Percent of Households Purchasing General Merchandise or Recreation and Leisure Items, by Demographics

	Piano or Organ	Boat &/or Boat Motor	Trailer Motor Home, Camper
Total responding households	1%	1%	1%
By Census Region:			
Northeast	1%	1%	1%
North Central	1	1	1
South	2	2	1
West	1	1	2
By Age of Homemaker:			
Under 25 years	2%	1%	1%
25-34 years	2	1	1
35-49 years	2	1	1
50-64 years	1	2	2
65 years or older	1	1	2
By Household Income:			
$25,000 & over	2%	2%	1%
$20,000 - $24,999	1	1	2
$15,000 - $19,999	2	1	1
$10,000 - $14,999	1	1	2
Under $10,000	1	1	1
By Size of Family:			
Two persons	1%	1%	1%
Three persons	1	1	1
Four persons	2	2	1
Five or more	2	1	1

Base: Total responding, screener phase
(See Appendix for bases.)

Question: Which of the following have you or any member of your family living at home, purchased in the past six months?

Point 3

Purchases of general merchandise items are broadly based. No narrowly defined "target" segment accounts for a major portion of total purchases. This means that general merchandise advertisers need a saturation medium.

"Market segmentation" is currently a very popular concept. The essence of this idea is that the great majority of an advertiser's most important customers can be found within a fairly small group that can be defined by demographics, "psychographics" or a combination of the two. This concept is misleading even in the fields of package goods and media selection, where it is most applicable. It is totally unsuitable for most kinds of general merchandise.

The "washer &/or dryer" category can serve as an example of the shortcomings of market segmentation. Purchase data for this category show that homemakers under 25 years old are at least 75% more likely than any other age group to buy a washer or dryer (Table 3). Doesn't this mean that sellers should target all of their advertising efforts at this age group? Any seller who does so would be making a big mistake, because homemakers under 25 represent only 6% of all homemakers, and their purchases of washers and dryers represent only 11% of total purchases.

Only 7% of the homemakers between 50 and 64 years old report washer or dryer purchases (as compared with 14% of those under 25), but they account for 25% of all the purchases, because the 50- to 64-year-old homemakers outnumber the youngest homemakers by four to one.

Table 3

Washer &/or Dryer Purchases in Past Six Months,
Incidence vs. Share of Purchases, by Age of Purchaser

	Respondent Distribution	Percent Purchasing	Percent of Total Purchases[a]
Age of Homemaker:			
Under 25 years	6%	14%	11%
25 - 34 years	25	8	27
35 - 49 years	30	8	30
50 - 64 years	27	7	25
65 years or older	12	5	7

a) Estimate assumes only one washer &/or dryer purchases per household within six-month period reported on.

Point 4

On average, 85% of all purchases of general merchandise and recreation and leisure items are bought from dealers rather than private parties. However, in a few categories like boats or pets, most purchases are made from private parties.

Responses to the follow-up questionnaires mailed to those reporting purchase indicate that 85% of all general merchandise items are bought from dealers.[1] This percentage varies a great deal for individual kinds of purchases, ranging from as low as 17% for "dog, cat, other pet" to as high as 96% for "new furniture". However, private party sales account for more than half of the total in only four of the sixteen listed kinds of merchandise. Besides pets, these are antiques, used furniture, and boats or boat motors.

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1) Overall, 8% of the 6,759 completed follow-up questionnaires failed to answer the question about whether items were bought from dealers or private parties. This suggests that some of those reporting purchases in the screener questionnaire may have acquired items in some other way, perhaps as gifts or premiums. The "no-answer" group has been omitted from tables 4 through 9.

Table 4

Whether Item Was Bought From Dealer or Private Party

	Base= 100%[a]	Bought From: Dealer	Bought From: Private Party
All items purchased	(6,222)	85%	15%
New furniture	(1,120)	96	4
Used furniture	(255)	28	72
Antiques	(223)	45	55
Air conditioner	(73)	85	15
Washer &/or dryer	(318)	85	15
Piano or organ	(50)	74	26
TV set	(775)	94	6
Computer, video monitor, etc.	(581)	95	5
Home repair, improvement materials	(1,595)	94	6
Power mower	(97)	84	16
Bicycle	(313)	88	12
Motorcycle or moped	(62)	55	45
Boat &/or boat motor	(57)	42	58
Camera	(450)	96	4
Trailer, motor home, camper	(52)	54	46
Dog, cat, other pet	(206)	17	83

a) Excludes cases with "no answer" to question about where item was bought.

Question: Did you (or some other member of your household) buy the _____ (ITEM) from a private party, or from a dealer or store?

Point 5

Four out of ten purchases from dealers involved an initial check of the classified section "to see what was available". One out of six dealer sales result because the buyer contacts the seller through classified advertising. Classified use is even higher among those buying from private parties.

Dealers can advertise their merchandise in a number of ways, including ROP display ads in newspapers, inserts, direct mail, hand-delivered circulars, and TV and radio commercials. In view of the variety of information sources available to consumers, it might seem unnecessary for anyone considering a general merchandise purchase to check the newspaper classified section. Nevertheless, 39% of all homemakers buying merchandise from dealers say that they looked at classified ads beforehand to see what was available.

In comparison to other advertising media, the newspaper classified section probably has a higher potential for converting readers to buyers. In fact, many readers turn to the classified section because they are considering a purchase. In three out of four cases where classified ads are checked, readership is followed up by a phone call or a personal visit. More often than not, these follow-ups lead to purchase. One fifth (19%) of all general merchandise purhcases occur because the buyer located the seller through a classified ad.

Table 5

Use of Classified Advertising for Purchases
Of General Merchandise, Recreation and Leisure Items

	Total Purchases*	Bought From: Dealer	Bought From: Private Party
Checked classified before purchase	41%	39%	57%
Followed up classified	31	28	44
Reached seller through classified	19	17	30
Base:	(6,222)	(5,296)	(926)

* Excludes those cases with "no answer" to question about where item was bought.

Point 6

<u>The percentage who check classified advertising varies with the product category, from 30% to more than 70%.</u>

The percentage of purchases that involve checking classified advertising "to see what was available" shows a great deal of variation for the sixteen prelisted categories of general merchandise, from 30% for "camera" to 75% for "trailer, motor home, camper".

These considerable differences in the use of classified from item to item do not necessarily reflect the level of consumer willingness to use classified for particular kinds of information. Instead, this may simply show the extent to which certain kinds of merchandise are listed separately, rather than being lumped together under the heading "General Merchandise" or "Things for Sale".

In fact, consumers appear to be most likely to check classified advertising for information about the kinds of merchandise that many newspapers list under separate headings: boats and motors, motorcycles, pets, used furniture and pianos or organs ("musical instruments").

Table 6

Prepurchase Readership of Classified Advertising
by Purchasers of Listed Items

	Base = 100%[a]	Looked at Classified Advertising
All items purchased	(6,222)	41%
New furniture	(1,120)	41
Used furniture	(255)	56
Antiques	(223)	39
Air conditioner	(73)	44
Washer &/or dryer	(318)	44
Piano or organ	(50)	56
TV set	(775)	36
Computer, video monitor, etc.	(581)	37
Home repair, improvement materials	(1,595)	43
Power mower	(97)	40
Bicycle	(313)	38
Motorcycle or moped	(62)	55
Boat &/or boat motor	(52)	71
Camera	(450)	30
Trailer, motor home, camper	(52)	75
Dog, cat, other pet	(206)	55

Question: Before buying, did you (or some other member of your household) look at the classified ads to see what was available, even if you didn't buy through the classified?

a) Excludes cases with "no answer" to question about where item was bought.

Point 7

Overall, three out of ten purchases involve some follow-up of classified ads. This represents a large majority (74%) of all those who check classified.

In general, the percentage of purchases involving the follow-up of classified advertising closely parallels the proportion of cases in which classified was checked in the first place. The highest percentage of purchases involving classified follow-up is "trailer, camper, motor home", at 65%; the lowest is "camera", at 22%. (As shown under Point 6, the same two categories of items ranked highest and lowest on prepurchase readership of classified.)

Among those who check classified before purchase, three out of four (74%) follow up one or more ads. This proportion also varies from category to category, but in a somewhat narrower range, from 61% for "bicycle" and "piano or organ", to 87% for "trailer, camper, motor home".

Table 7

Prepurchase Follow-up of Classified Advertising

	Percent of:	
	Total Purchasers	Those Checking Classified
All items purchased	31%	74%
New furniture	30	73
Used furniture	44	78
Antiques	27	70
Air conditioner	33	76
Washer &/or dryer	31	69
Piano or organ	34	61
TV set	28	77
Computer, video monitor, etc.	24	64
Home repair, improvement materials	33	78
Power mower	34	85
Bicycle	23	61
Motorcycle or moped	42	77
Boat &/or boat motor	58	81
Camera	22	74
Trailer, camper, motor home	65	87
Dog, cat, other pet	41	75

Question: Did you follow up on any of the ads you saw, either by phoning or going to see about what was advertised in the classified section?

Point 8

<u>One out of five general merchandise purchases (19%) involve buyers reaching sellers through the newspaper classified section.</u>

Even though buyers of general merchandise items have many ways of reaching the dealers and private parties offering various kinds of goods for sale, the newspaper classified section provided a vital link for one out of five purchases (19%). This represents nearly half of the cases (46%) in which classified advertising was checked "to see what was available".

Variations from category to category in the proportion of buyer-seller contacts made through the classified section probably reflect the relative dominance of dealers versus private party sellers in that category. Items that are likely to be bought from private parties (boats and motors, used furniture, pets) show the highest proportions of buyers reaching sellers through newspaper classified.

Table 8

Purchasers Contacting Dealer or Other Seller Through Classified Advertising

	Percent of:	
	Total Purchasers	Those Checking Classified
All items purchased	19%	46%
New furniture	18	43
Used furniture	29	51
Antiques	16	40
Air conditioner	16	38
Washer &/or dryer	17	39
Piano or organ	14	25
TV set	17	47
Computer, video monitor, etc.	14	39
Home repair, improvement materials	22	52
Power mower	20	49
Bicycle	14	36
Motorcycle or moped	21	38
Boat &/or boat motor	33	46
Camera	16	55
Trailer, camper, motor home	31	41
Dog, cat, other pet	27	49

Question: Did you get to the store or person you bought from through the classified?

Point 9

The characteristics of the buyer have relatively little effect on the extent to which classified ads are used and followed up in purchases of general merchandise or recreation and leisure items.

Tables 6, 7 and 8 show that there is considerable variation in the extent to which classified advertising is used in the purchase of different kinds of general merchandise items. It might be assumed that the use of "general merchandise" classified categories would also be affected by the demographic characteristics of purchasers. In fact, Table 9 indicates that general merchandise purchasers in different population segments show only limited variation in their use of classified.[1]

One small difference might be noted: Purchasers with high family incomes may be somewhat less likely to consult, follow up or buy through the classified section when purchasing general merchandise items. Perhaps this is because some potential buyers with large disposable incomes automatically rule out the idea of dealing with private parties or buying "used" merchandise.

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1) Readership of other classified categories can show considerable differences among segments. For example, in Table 1, see readership figures for the "Employment" classification by age of homemaker and size of family.

Table 9

Use of Classified Advertising for Items Purchased, by Demographics

	Base: = 100%	Use of Classified Ads: Looked At	Followed Up	Brought Through
All items purchased	(6,222)[a]	41%	31%	19%
By Sex:				
Male	(1,183)	42%	31%	20%
Female	(5,249)	40	30	19
By Age:				
Under 25 years	(417)	44%	30%	18%
25-34 years	(1,794)	40	28	19
35-49 years	(2,100)	39	30	18
50-64 years	(1,645)	43	33	21
65 years or older	(553)	37	28	18
By Education:				
Elementary school	(97)	37%	31%	16%
High school	(3,220)	44	33	21
College	(3,182)	37	33	16
By Household Income:				
$25,000 & over	(2,883)	35%	26%	16%
$20,000 - $24,999	(1,048)	43	31	19
$15,000 - $19,999	(977)	40	28	18
$10,000 - $14,999	(1,019)	42	32	19
Under $10,000	(832)	45	35	22
By Market Size:				
2 million & over	(1,761)	36%	27%	18%
500,000 - 1,999,999	(1,823)	38	28	17
50,000 - 499,999	(1,333)	41	31	20
Non-metropolitan	(1,842)	42	30	18
By Census Region:				
Northeast	(1,531)	38%	29%	19%
North Central	(1,901)	41	30	20
South	(2,070)	40	28	17
West	(1,257)	37	26	16

a) Excludes those who failed to answer question on where item was bought.

APPENDIX

Demographics of Purchaser Households

Use of Classified Advertising, by Market Size

Screener Questionnaire

Follow-up Questionnaire

Demographics of Purchaser Households
(from Screener Questionnaire)

	Number	Percent
Total purchasing households	11,657	100.0%
By Age of Homemaker:		
Under 25 years	679	5.8%
25-34 years	2,947	25.3
35-49 years	3,521	30.2
50-64 years	3,166	27.2
65 years or older	1,344	11.5
By Family Income:		
$25,000 or more	4,496	38.6%
$20,000 - $24,999	1,777	15.2
$15,000 - $19,999	1,721	14.8
$10,000 - $14,999	1,893	16.2
Under $10,000	1,770	15.2
By Size of Family:		
Two persons	4,487	38.5%
Three persons	2,729	23.4
Four persons	2,544	21.8
Five persons or more	1,897	16.3
By Census Region:		
Northeast	2,682	23.0%
North Central	3,301	28.3
South	3,670	31.5
West	2,004	17.2
By Market Size:		
2 million and over	3,069	26.3%
500,000 - 1,999,999	3,149	27.0
50,000 - 499,999	2,249	19.3
Non-SMSA (under 50,000)	3,190	27.4

Use of Classified Advertising for Purchases of General Merchandise, Recreation and Leisure Items, by Market Size

	Base: Total Items*	Use of Classified: Checked	Followed Up	Bought Through
Total items	6,759	39%	29%	18%
Market Size:				
2 million and over	1,761	36	27	18
500,000 - 1,999,999	1,823	38	28	17
50,000 - 499,999	1,333	41	31	20
Non-SMSA (under 50,000)	1,842	42	30	18

* Note that figures shown here differ slightly from those in Table 5, because the table above includes cases where the seller was not identified as either a dealer or a private party.

Screener Questionnaire

1. Which of the following have you or any member of your family, living at home, purchased in the past 6 months? (CHECK ALL THAT APPLY)

Furniture, new.....( )
Furniture, used.....( )
Antiques.....( )

Air conditioner.....( )
Washer &/or dryer.....( )
Piano or organ.....( )

TV set.....( )
Computer, video monitor, etc..( )
Home repair or improvement materials (lumber, etc.).....( )

Power mower.....( )
Bicycle.....( )
Motorcycle or moped.....( )

Boat &/or boat motor.....( )
Camera.....( )
Trailer, motor home, camper.....( )

Dog, cat or other pet.....( )

None of these.....( )

2. In the last 7 days, which of the following classified ads have you or any family member read or looked at in a daily or Sunday newspaper? (CHECK ALL THAT APPLY)

Houses/apt. for sale or rent.....( )

Employment.....( )

New cars.....( )

Used cars.....( )

Recreation, leisure items.....( )

General merchandise items.....( )

None of these.....( )

Follow-Up Questionnaire

PLEASE ANSWER THE FOLLOWING QUESTIONS
ABOUT THE _____ (ITEM) YOU PURCHASED
WITHIN THE PAST SIX MONTHS.

1. Did you (or some other member of your household) buy it from a private party, or from a dealer or store?

( ) Private Party ( ) Dealer or store

2. About how far in advance did you definitely plan to buy before you made the actual purchase?

( ) Two months or more
( ) About one month
( ) Two to three weeks
( ) About one week
( ) Three or four days
( ) No advance planning, came across a good buy

3. Before buying, did you or someone else in your family look at the classified ads to see what was available, even if you didn't buy through the classified?

( ) YES ( ) NO - SKIP TO QUESTION 6

4. If YES, did you follow up on any of the ads you saw, either by phoning or going to see about what was advertised in the classified section?

( ) YES ( ) NO - SKIP TO QUESTION 6

5. If YES, did you get to the store or person you bought from through the classified ads?

( ) YES ( ) NO

6. On the average, about how often would you say you look at classified ads for merchandise for sale, including recreation and leisure items, even if you don't have any actual plans to buy at the time?

( ) Almost every time I look at a newspaper
( ) Most of the time
( ) About half the time
( ) Once in a while
( ) Hardly ever

7. Have you (or some other member of your household) ever placed a classified ad in a newspaper?

( ) YES ( ) NO

8. If YES, have you placed a classified ad within the past six months or so?

( ) YES ( ) NO